

**Standard 8-7:** The student will demonstrate an understanding of South Carolina's economic revitalization during World War II and the latter twentieth century.

**8-7.2** Provide examples of the expanding role of tourism in South Carolina's economy, including the growth of resorts and development along the coast and the expanding transportation systems that allowed greater access to recreational sites. (H, G, E)

**Taxonomy Level:** B 2 Understand / Conceptual Knowledge

**Previous/future knowledge:**

In 3<sup>rd</sup> grade, students summarized the changes in South Carolina's economy in the twentieth century, including the rise and fall of the cotton/textile markets and the development of tourism and other industries (3-5.3).

In 5<sup>th</sup> grade students summarized changes in the United States economy following World War II, including the expanding job market and service industry, consumerism, and new technology (5-5.1).

In United States history, students will explain the lasting impact of the scientific and technological developments in America after World War II, including new systems for scientific research, medical advances, improvements in agricultural technology, and resultant changes in the standard of living and demographic patterns (USHC-8.5). Students will also explain the causes and effects of social and cultural changes in postwar America, including educational programs, expanding suburbanization, the emergence of the consumer culture, the secularization of society and the reemergence of religious conservatism, and the roles of women in American society (USHC-9.1).

**It is essential for students to know**

Since students have a foundation in the economic changes that followed World War II from 5<sup>th</sup> grade and will expand this knowledge in United States History in high school, 8<sup>th</sup> grade students should focus on how prosperity, expanding consumerism and changing demographics as a result of medical advances contributed to the development of the South Carolina economy based on tourism and the influx of retirees.

In the post war period, the state of South Carolina continued a tradition begun in the late 19<sup>th</sup> century of promoting Northern tourism to Southern climes. In the late 19<sup>th</sup> and early 20<sup>th</sup> centuries, moneyed Northerners were attracted to such places as Aiken and Camden for temperate outdoor pastimes (horse racing and hunting) and had bought up former plantations for hunting and relaxation. These large tracts of land were purposely left undeveloped providing the state with parcels of land that later became national parks and preserves for research, recreation and tourism such as Brookgreen Gardens and Huntington State Park. In the postwar period, the wide availability of the automobile and the expansion of highways by the national government [Federal Defense Highway Act] during the Eisenhower administration accelerated the development of the tourist industry begun in the 1920s (8-6.4). Motels and fast food restaurants followed the building of highways and resort development gave Americans a place to go. Charleston and the South Carolina coast, especially Myrtle Beach, became popular vacation destinations. The greater availability of air conditioning contributed to the growth of tourism in South Carolina during the hot summer months. As the Greatest Generation and the Baby Boom generation age and retire they are looking for places to play golf and tennis and to enjoy their golden years. Resorts such as Hilton Head Island and other South Carolina resort islands answer this demand. The development of these islands threaten existing communities and give South Carolina the unique opportunity to preserve the cultural heritage of the African-American experience of the region.

**It is not essential for students to know**

It is not essential for students to know specific highways that were built or improved, such as Hwy 301 or Interstate 95. Nor is it essential for students to understand how the building of Interstate 95 adversely impacted the 301 corridor and many communities in South Carolina. It is not essential for students to know about the environmental hazards to beaches, natural areas and wildlife that tourism has brought to the coast. Although retirement as a motivation for migration to South Carolina is not specifically addressed in this indicator, retirees have an important impact on the state and students should know that good climate and low taxes make retirement communities in South Carolina attractive.

**Assessment guidelines:**

Appropriate assessments would require students **identify examples** of the expanding tourist industry in South Carolina. Students should also be able to **explain** why there was a greater demand for resorts in the postwar period. Students should be able to **interpret maps and graphs** that demonstrate the impact of the highway system and the growth of tourism in South Carolina.